

RAYMOND

The site of the One Mill-
and Baker Factory of the
Canadian Sugar Factor-
ies Ltd. In the center of
the best-raising district of
Southern Alberta.

Raymond Recorder



RAYMOND

A live town in a rich agri-
cultural and stock-raising
district. A good place
to make your home.

Vol. 33

THURS. MAY 30, 1935

NUMBER 11

FOUR MEMBERS AND WIVES ATTEND THE ROTARY CONFERENCE

Headed by President T. Geo. Wood and wife, Heber F. Allen and wife, S. I. May and wife and L. L. Pack attended the Fourth District Rotary Convention held in the city of Edmonton on Monday and Tuesday of this week, which was attended by 440 Rotarians and wives from all over Canada from the Great Lakes to the west border of Alberta.

Without any intention of attempting to cover the Convention, we may say that it was an inspiration of the scope and power of the movement of Rotary International from start to finish. Speeches were delivered on various phases of work and world thought, one of the outstanding ones being given by Dr. R. C. Wallace, President of the University of Alberta, who treated the subject of "Internationalism, Some Underlying Problems," in an interesting and thought provoking manner, and sent the audience home with the thought that others should not judge until they understood the question from both sides. This was only one of many very outstanding speeches.

Paul Harris, President Emeritus of Rotary International and the founder of the organization was there with his wife on his recent tour to Rotary, and gave a very valuable speech in many parts of the world, showing the internationalism that the idea had extended to now.

The Edmonton Club is to be congratulated on the splendid and complete arrangement made for the Convention which occupied two days and evening we were going to say nights for both the men and ladies all of whom had a very excellent time, and returned home with larger vision and greater appreciation of the possibilities and aims of Rotary International, which today certainly is worthy of its name International.

WEEKLY NEWSPAPERS

No higher tribute could be paid to the weekly press than that paid by His Honor Judge Matheson at the annual banquet of the Board of Trade held in the Speke Hall on Tuesday evening of a week ago, when he said that the same high moral standard of the weekly press had been maintained in Canada for the last fifty years.

His Honor also referred to the fact that too often the weekly press didn't get the credit due it.

Week after week and year after year the makers of weekly papers plod on, gathering the local news, issuing papers and catching the mails with consistent regularity.

His Honor in his address referred to the care taken in selecting the news and material that go to make the paper.

We feel that we are within the truth when we state that, speaking generally, the average weekly printed in Canada is so clean that it can go into any family home and be read by the parents and the boys and girls without causing any embarrassment or a blush of shame.

While progress has been slow in getting the recognition due it the weekly press is gradually becoming a power in the land—a power which is bound to grow as time goes on.

The weekly paper, more than any other publications in the country, is the great binding force in any community and has, relatively speaking, an important function to perform in the life of a country as the dailies or any other publications. — Northern Tribune

The universal question:
"What is Social Credit doing in your district, and will it win the election?"
Who has the answer?

NEWS NOTES

Bishop Walker had quite a number of boys to the Track Meet in the Temple City last Friday, and Keith Humphries took the Junior Cup for the day. The weather was very cold and disagreeable, & any exceptional records were out of the question.

RUDY VALEE in "SWEET MUSIC", Capitol, FRIDAY and SATURDAY.

The first birthday of the Dionne Quints was the occasion of a great deal of publicity for these young Canadians again and their reaching their first anniversary was described as a miracle by many.

With Nominating Conventions billed to June 20th, the hope of a June election is gone. It will likely be the last of July or the middle of August before the machinery can be gotten ready for the vote of the people.

Welcome rains in Ontario where forest fires have been raging, has helped to quell the fires, which it is stated 68 settlers have lost their homes, and the property damage is extremely heavy.

Miss Edna Olsen of Hill Spring is here for awhile looking after the Zabriskie household while Mrs. Zabriskie is away to June Conference. She came down with Fritz Gehmlich, Miss Audrey Barker and Miss Davis, who are both working here in town.

Defeating the "Tulsa Stencos" by a score of 37-30 Wednesday night in the Arena at Edmonton, the "Edmonton Grads" made it two wins out of 3 starts in the International series for girls, and have extended the series to 4 games at least. It was a fast game, and the Alberta girls certainly had to turn the steam on to play fast enough to overcome the margin in height that the visitors have.

Bill Jones of the Cahoon Cafe Cardston, was a Raymond visitor Thursday of this week.

Mrs. A. W. Kirkham returned home from her visit to Utah on Wednesday. Her husband, A. W., met her at Lethbridge with the car and brought her home.

Unreliable

What makes us wonder about history in general is listening in court to the testimony of two eyewitnesses to the same collision.

Mr. and Mrs. J. C. Cahoon were visitors in Raymond last week at the home of their daughter, Mrs. Lovell Court.

H. C. Phipps and E. L. Jesse of Cardston were in Raymond last week on business.

O. H. Snow was in Lethbridge Thursday on town business.

THE BANKER—A banker is a fellow who offers you an umbrella when the sun is shining and asks for it back when it begins to rain. The reason he wants it back is because it was somebody else's umbrella in the first place.

THE HOUSE BY THE SIDE OF THE ROAD

There are hermit souls that live withdrawn
In the peace of their self content;
There are souls, like stars, that dwell apart,
In fellowless firmament;
There are pioneer souls that blaze their paths
Where the highways never ran;
But let me live by the side of the road
And be a friend to man.

Let me live in a house by the side of the road,
Where the race of men go by—
The men who are good and the men who are bad,
As good and as bad as I,
I would not sit in the corner's seat;
Or hurl the cynic's ban;
Let me live in a house by the side of the road
And be a friend to man.

I see from my house by the side of the road,
By the side of the highway of life,
The men who press with the ardor of hope,
The men who are faint with hope,
But I turn not away from their smiles nor their tears—
Both are parts of an infinite plan;
Let me live in a house by the side of the road
And be a friend to man.

I know there are brook-gladdened meadows ahead
And mountains of wearisome height
That the road passes on through the long afternoon
And stretches away to night.
But still I rejoice when the travellers rejoice,
And weep with the strangers that moan,
Nor live in my house by the side of the road
Like a man who dwells alone.

Let me live in my house by the side of the road
Where the race of men go by—
They are good, they are bad, they are weak, they are strong,
Wise, foolish—so am I.
Then why should I sit in the corner's seat,
Or hurl the cynic's ban—
Let me live in a house by the side of the road
And be a friend to man.

—SAM WALTER FOSS

NEWS NOTES

C. Raby of Lethbridge was in Raymond on Thursday of this week.

Mr. and Mrs. S. I. May spent the week-end in Calgary and Edmonton.

G. E. Allen, of the Knight Sugar Co. of Utah, is here on his annual visit, and he and J. H. Walker are busy going over the local affairs of the Company.

The big grading outfit has been busy out south this week, and has put very splendid grades on the section lines where it has worked.

"Reg" Cooper is getting along fine in the hospital, and the incidentally. He is enjoying it all right, but is very anxious to get out and return home.

N. L. Eliason of Wrentham was here for the U. F. A. meeting Tuesday night. Mr. Eliason is President of the Constituency U. F. A. organization, and was, therefore, interested.

S. B. Card is having his house stuccoed, Ehler and Son doing the work. W. W. Card, carpenter of Cardston, has been here doing a little work on the house.

Gardens are coming along now, and the hoe is being with the Golf Club for prominence in the hands of most of us. It is to be hoped the hoe will get its share of attention.

Edmonton is enjoying a real building boom, and if the old adage that building is the thermometer by which to judge prosperity, then there is no doubt but that prosperous days are near. It might be said of building in Edmonton, "Everybody's Doing It."

A. J. Walton returned home last Saturday with his new Ford V8 which he purchased from King Motors. In a light green metal color, it is exceptionally fine car, and Andrew can be excused for being a little high pitched with the rest of us.

These long days of sunshine will put the vitamins in the crop for sure. A good rain would do no harm right now. The Edmonton district had rain and snow nearly the entire week just passed. Remaining acreages will be seeded to cereals.

A well attended and enjoyable Farwell Social in honor of Elder Earl Zemp, was held in the 2nd Ward Chapel Friday evening last. Following a rorum of music and speeches by Bishop Walker, Wm. Zemp, the father and Earl the guest of honor, dancing occupied the time. A nice purse of money was collected and given to the honored guest to help him on his way.

Jerome Platt of Frankburg and his younger brother took home the Cups for the 5 and 2 1/2 mile races. This makes four times straight Platt has taken the Five Mile Road Race.

U.F.A. MEETING HELD

GO TO IT

Modernism; Doing what you please, followed by aspirin.

NEWS NOTES

Edgar Nilsson and family moved to Picture Butte Wednesday of this week. We understand that Ed and his wife will have charge of the company boarding house at the new Sugar Factory site.

NOT SO GOOD!

Conceit does to a pretty girl about what castor oil would do to ice cream.

The main street of town was worked on with the grader last week, the dirt being taken away from the edges of the sidewalk and moved into the middle of the street. The big Caterpillar outfit did the work.

Messrs. T. Geo. Wood, H. S. Allen and L. L. Pack, with their wives left Sunday afternoon for Edmonton, where they will attend the Convention of the Rotary 4th district.

Boothe Card is sporting a new Chevrolet Sedan these days. Boothe has taken the agency for Raymond and district for the Chevrolet line.

A work bill calling for the expenditure of \$33,000,000 has been passed by the Dominion Government at Ottawa. The papers state that half this amount is already promised in works now authorized.

The unemployed strikers started a parade in Edmonton Monday, but the police had it broken up, and nine of the participants in the lock up before it had gone very far.

With people clamoring for report and the interim report of Major Douglas in the hands of the Government, the official reply that as they had no chance to discuss the thing with Major Douglas they do not care to make any statement.

Showing a spread of as much as \$30 in the price of the same car in Alberta and in Shelby Montana, those giving evidence before the Tariff inquiry board in Calgary pleaded for a scaling down of the duty on this item so that those desiring and needing cars in Alberta could buy them at a fair price.

"A GIRL OF THE LIMBER-LOST" FILMED IN A VIVID VITAL PICTORIZATION

GENE STRATTON PORTER'S BEST SELLER CO-FEATURED BY LOUISE DRESSER WITH MARION MARSII AND RALPH MORGAN

COUNTESS READERS WEL COME FILM

If Gene Stratton-Porter were alive today, she would in all probability be one of the happiest women in the world, for one of her most famous literary works, "A Girl of the Limberlost" has been made into a picture for the second time. More than that, another native of Indiana, Louise Dresser, who has established herself as one of the screen's finest character actresses, enacts the role of Katherine Comstock in this Monogram version which comes to the Capitol Theatre Friday and Saturday next.

At an enthusiastic and well attended meeting on Tuesday night in the Town Hall, the U. F. A. organization was built up again for the present year, and a program of activities outlined. Officers elected were:—

Pres.—I. B. Roberts.
Vice-Pres.—Wm. Redd.
Sec.-Treas.—M. T. King.
Directors — Alif Erickson, Wm. Jensen, J. Wm. Evans and Geo. Romeril.

Discussion was had re-placing a Candidate in the field for the coming Provincial election, and it was decided to take a good delegation to Warner for the Nominating Convention on June 7th, and if assistance can be obtained from nearby districts to place the name of James H. Walker in the ring, he having agreed to accept if the Convention so desire.

The spirit of enthusiasm at the meeting was very marked, and it is expected that the organization will conduct a real live campaign during the period preceding the election.

NEWS NOTES

Don't forget the U. F. A. nominating Convention in Warner next Thursday, June 14. Great medicine will be mixed.

Earl Zemp left on the bus on Monday for a mission to the Northern States. He is spending this week visiting relatives and friends in Utah, and will enter the Mission Home next Monday, after which he will proceed to his field of labor in Chicago.

E. J. Gunning is driving a new Hudson, which he purchased recently. It is a tan color and a very lovely looking car.

Wisconsin is working to introduce a state wide scrip plan, totalling \$100,000,000, and augmenting this with \$100,000,000 federal grant, the plan may be the forerunner of something even bigger still.

June 3rd, Monday, is the King's birthday, but will not be observed as a Statutory holiday the stores and place of business remaining open, although it is expected the Bank will close.

The Real Humorist

A HUMORIST is a man who can chuckle at the jokes he reads while in a dentist's waiting room.

SERVICE

Fret not that the day is gone,
And thy task is still undone.
Near to thee it chanced to fall,
Close enough to stir thy brain,
'Twas not thine, it seems, at all:
And to vex thy heart in vain.
Somewhere, in a nook forlorn,
Yesterday a babe was born:
He shall do thy waiting task;
All thy questions he shall ask.
And the answers will be given,
Whispered clearly out of Heaven.
His shall be no stumbling feet,
Failing where they should be fleet:

He shall hold no broken clue:
Friends shall unto him be true:
Men shall love him: falsehood's aim
Shall not shatter his good name.
Day shall nerve his arm with light,
Slumber soothe him all the night;
Summer's peace and winter's storm
Help him all his will perform.
'T is enough of joy for thee
His high service to foresee.
Sydney Henry Morse

RENEW YOUR RECORDER

The Raymond Recorder

S. I. MAY, Editor and Proprietor
Published Every Thursday

Non-political. Partisan only in the interests of Raymond and district

Advertising rates on application

MIXED FARMING

On Sunday, we visited one of the finest, if not the finest, purebred Jersey Farm in Western Canada at Calgary, nine miles out of the city. There were 35 cows lined up in the barn at milking time, clean, contented, and giving from 20 to 65 pounds of milk per day, and averaging 5 p.c. butterfat or more. In the yard we saw 25 or 30 spring calves and yearlings, all the surplus stock being already ordered for a year or two in advance, and no chance of obtaining a heifer calf from this herd until your order was listed and waited its turn.

There is not a gallon of this milk separated. It is all sold whole on the milk market in Calgary, which at present takes nearly 800 pounds per day from this farm. The monthly income from the milk is over \$300 per month every month of the year. Not clear profit of course, but a steady and guaranteed income. It costs considerable to produce this amount of milk, and there has to be system and regularity in taking care of the herd.

We thought then how much easier this herd could be taken care of in the Raymond district, and even though the returns were not as high, yet based on costs of production and the other overhead, the net profit would be larger on a considerably decreased gross return. In this district with irrigation, alfalfa hay can be raised in abundance. Then we have beet-alasses, one of the finest conditioners that can be obtained, and oodles of pulp, which these men would like very much to feed, were it not that freight makes it unprofitable.

In order to keep up the herd expensive mineral mixtures have to be purchased, and it takes a big acreage on non-irrigated land to provide the necessary feed for them. They find, however, even with this, that it is good business, and they plan on increasing production as long as there is a steady demand for the product.

We are not foolish enough to think that a very great output from any herd could be consumed in our district as whole milk. But with our opportunities for feed, cheap and efficient, we are of the opinion that there should be many times more dairy cows in our district than we have now. We have always argued that it was a pleasure to take care of good cows in a good barn, and we are sure that any person after seeing the arrangements for caring for and keeping the herd at this farm would agree with us.

Add to our beef and lamb feeding in the winter months, a well selected and properly cared for dairy herd, and we would lead the west at least in wealth of production year in and year out.

We are not mentioning Jerseys with the idea of boasting that particular breed more than any others. Any good breed is good, & anyone who keeps cows or any other stock for that matter, should get the best, and then continue to make their best better. It takes no more to feed a heavy producer than it does a stripper, and at the end of a lactation period you have besides a good cow, a wonderful record of production to think about.

With the ever growing demand for butter, cheese and the other dairy products there is ample room for decided expansion in these lines and with a small dairy herd, every farmer would be guaranteed his daily needs as he goes along. Credit, except for machinery, cars, etc., would be unknown, and with our natural advantages, we could be a district that would demand attention because of our well kept and substantial surroundings.



YOUR MOUTH TELLS

The mouth tells even more about the character than the eyes do. And, yet, how much we can do, with the right make-up, towards improving its expression.

Let us begin at the very beginning, however, and eliminate those emotions which affect the expression of the mouth so greatly: discontent, bad temper and unpleasant thoughts.

Then we are going to whistle for beauty. Yes, I mean just that, Whistling rounds an unflattering, large, loose mouth, and is splendid exercise for the muscles around the mouth, which, when strengthened, prevent drooping.

That ever deepening line from the nose to the corners of the mouth can be prevented and corrected by liberally spreading a youthifying tissue cream along the line. Then start at the chin, using the tip of the thumb and forefinger of both hands to pinch along the lines to either side of the nose. Repeat this eight times.

Ad now for the magic of makeup. If the mouth is too small, it should be rouged with a lipstick, in bright red geranium tone, right to the corners, to add to its apparent size. If the lips are too thick, blend a lipstick, in a delicate but youthful red coral tone, from the centre of the mouth lightly out toward the corners, using less color on the lower than on the upper lip. A faint touch of lip stick in the beauty groove between the nose and upper lip will tend to shorten the distance to the eye of the beholder.

But, above all, let us not neglect the mouth's complement—beautiful teeth. A clean tooth does not decay, so have your teeth polished by your dentist.

(Continued on Next Page)

COME IN...

WE LOVE
TO SCRAPE
ACQUAINTANCES
VELV'S BARBER SHOP

EAT AT THE
Holsom
OR
Palace
WHEN IN
Lethbridge
GOOD MEALS
ALWAYS

For Your Spring Fuel Requirements see—

Imperial Oil Limited

| | |
|-----------------------|---------------|
| Three Star Gasoline | 22.1 plus tax |
| Red Distillate | 14.1 plus tax |
| Motor Kerosene Dist. | 14.1 plus tax |
| Polarine Oils | 62c |
| Marvelube | 82c |
| Mobiloil | \$1.20c |
| Bulk Transmission Oil | 9c lb |
| Gun Greases | 9c lb |

L. MacPhee
AGENT
PHONE 1 or 71

If you want to Sell'em,
You have to Tell'em

Insurance

Agent for CANADA LIFE
ASSURANCE CO.
Also several good Fire Insurance Companies.

SAFETY IS BETTER
THAN SORROW

J. H. Walker

J. W. NEWBY

LIVESTOCK AND GENERAL AUCTIONEER
"We Sell Sales Every Day"
Make Your Sales Date Early
WATCH FOR COMMUNITY SALES DATE
Phone Leth. Hotel or write Glenwood

HALL'S

BARBER SHOP
POPULAR PRICES
SATISFACTORY SERVICE
CALL IN FOR A SMOOTH SHAVE

Bus. Phone 4222

Res. Phone 4147

A. Ashbown Marshall
and Associates

Est. 1914

SIGHT SPECIALISTS

Our Own Factory Guarantees the Fastest Service in the South

407 5th St. S.
LETHBRIDGE

813 1st St. W.
CALGARY

For a Complete Line Of

Tires, Tubes and Batteries

Call and See Us

Sugar City Motors

TELEPHONE No. 7

RAYMOND

HOTEL YORK
CALGARY
CENTRE ST. & 7th Ave.
ALSO OPERATING
HOTEL ST. REGIS
RATES \$1 and \$1.50 — WEEKLY and MONTHLY RATES

Phone 32
Geo. Ralph

Res. Phone 33
Fred Ralph

Res. Phone 40
"Mutt" Ralph

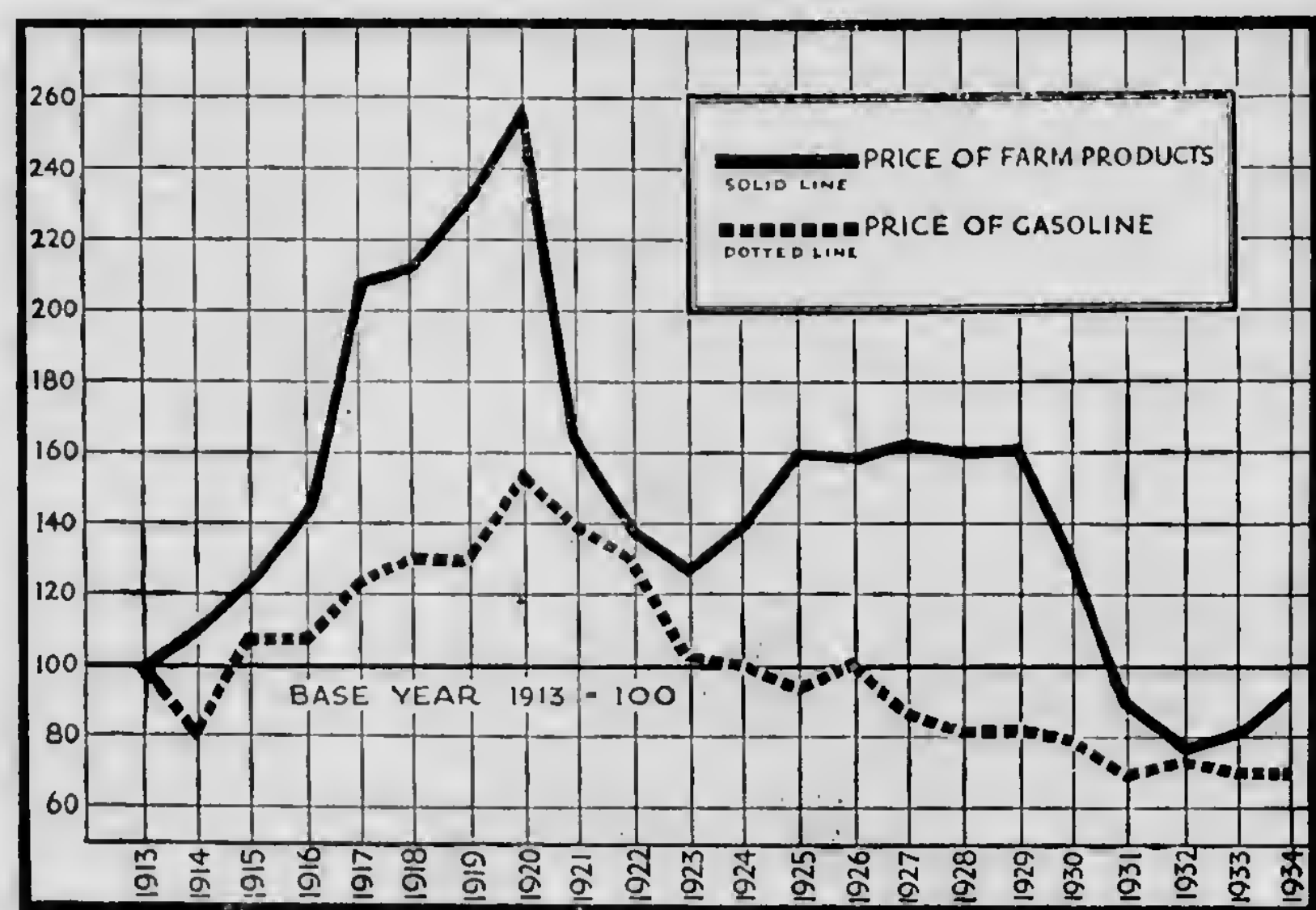
Service

ICE - \$4.00 Per Month

DELIVERED TUESDAYS AND FRIDAYS

Saturday Afternoons On Special Order

RALPH BROS.
Transfer



The depressed price of farm products is a problem with which everyone is familiar, but on the 1913 basis farm product prices have never been as low as gasoline. Between 1913 and 1920 gasoline did not rise in price to nearly the same extent as farm products, yet since 1920 its price has almost continuously declined. The data for the above graph are based on figures published by the Dominion Bureau of Statistics.

A FAIR DEAL POLICY

In the fifty-four years of its existence, Imperial Oil Limited has always welcomed legislation in the interests of labor and the basic industries. It has never had a labor dispute. It has always paid fair wages. To the greatest extent possible it has provided continuous employment and it has given its workers increasing leisure so as to expand employment. It has sickness and death benefits and old age pensions because it believes that the worker and his dependents are entitled to such protection.

Imperial Oil has always tried to deal fairly with collateral industry and with its competitors. Its success in this connection is indicated by the fact that it has never had a major lawsuit. It has always recognized the principle that the only satisfactory business transaction is the one which affords a fair profit to all parties concerned. It has fulfilled all its undertakings. It has enforced no onerous claims on others.



The Sign of a Fair Deal

IMPERIAL OIL LIMITED

Imperial Oil has always tried to deal fairly with the consumer. It has continuously improved the quality and steadily reduced the prices of its products. It has invested millions to make those products always available wherever they may be needed.

In 1934 Imperial Oil earned \$3,023,400.12 from its Canadian manufacturing and marketing operations. This, you may say, is a lot of money, but to earn that amount Imperial Oil had to make and market goods to a value of \$82,841,311.15. The storekeeper who in the course of a year sold \$8,280 worth of goods and made a profit of \$300 would not be regarded as enjoying an undue measure of prosperity.

But his ratio of profit to the total volume of his business would be the same as Imperial Oil's.

It has been Imperial Oil's practice to "make wisely, measure truly, trade justly" for this it believes to be the secret of success.

Recorder Ads. Always Pay

We Now Have
Special Forms for Rural Telephone Companies

These conform to the suggested system drawn up for the Alberta Government Telephones

Binder---Sectional Post - \$5.00
Forms 164, 165, 166
Each at - - 4.25 per 100

These forms consist of Shareholders' Ledger, Share Records, and Cash Sheets suitable for use by Rural Telephone Companies. Also we print receipt books for monthly dues

THE RECORDER OFFICE



EXPERIMENTAL STATION LETHBRIDGE

WEEKLY LETTER.

Trash Cover for Soil Drift Control

Trash covers have proved their value again this season for protecting summer-fallows from drifting. This is the report made by members of the Experimental Station staff who have been studying soil drifting in various parts of southern Alberta this spring. They also report a decided increase in the use of trash cover and a general improvement in cultural practices used for keeping stubble and other trash on the surface of fallow as a protective covering. For those who may not be familiar with what is meant by a trash cover it may be stated that trash cover consists of stubble, weeds, and similar material left on the surface of the soil but incorporated sufficiently to anchor it and prevent it from drifting. This implies the use of ploughless fallows and the increased use of implements other than the plough.

It is fortunate that farmers are realizing that strip farming must be associated with correct methods of cultivation if it is to be successful. Too frequently farmers have depended entirely on stripping and have cultivated the fallow strips in such a manner that the surface has been left bare and fine. The result in such cases was that the soil from the fallow strips drifted into the stubble and the practice of stripping was condemned whereas if a trash cover had been used on the fallow strips the practice would have been successful.

There is still considerable controversy as to the best implements to use and the most effective practices to follow for preserving the desired cover.

Many farmers are finding the one way disc a suitable implement for the first and sometimes for the second cultivation where there is a heavy combined stubble or where Russian Thistle or other vegetation is abundant. Clean binder stubble is usually covered too completely by the one way and on such fields the duckfoot cultivator and rod weeder are to be preferred.

If the duckfoot cultivator will not go through the stubble some farmers remove the duckfeet and use narrow diggers to loosen the soil and then follow the cultivator with a rod weeder. The common disc is used quite extensively for the first cultivation out where the stubble is light the disc covers it and cuts it too much. Another disadvantage of the common disc is that it does not kill all the weeds and must be followed by another cultivation in a very short time. This is undesirable, not only because it adds to the cost of tillage, but the greater number of cultivations increase the danger of destroying the desired trash cover.

The cultivation to be used in maintaining a trash cover will vary according to the type of soil and the amount of stubble and vegetation, but it can be stated that trash covers are being successfully maintained where the cultivation is being done with the right implement, at the right time and in the right way.

While in Edmonton, several of the local Rotarians looked up Mr. and Mrs. O. S. Longman, who are now living there, and who are always very interested in Raymond. They sent their best wishes to their many friends here.



Repairs On All Makes Of Radios

Harold T. King
Radio-Trician

Still Squabbling

Radio is still in its infancy, observes a commentator. And cutting teeth, too, we judge from listening to it.—Literary Digest.

How annoying to see a newspaper portrait and say, "Aha! Another bandit!" and then discover he is another statesman.

IS THAT NICE?

Modern petting makes girls resemble rock salt placed in a trough for cattle to lick.

An old lady of a cheerful disposition accustomed to giving testimony in a Methodist class meeting, said: "I have many mercies to be thankful for. I thank God for my two remaining teeth, and I especially thank Him they meet."

SPINSTERS, we read, live longer than married women. Well, that just goes to prove the old saying, "While there's hope there's life."

Capital and Labor divide the doughnut. The middle class is the one that gets what's in the middle.

THE WAY TO BEAUTY

(Continued from Page 2)

And then brush them 3 times a day. If the teeth are not causing unpleasant breath, then very often a coated tongue is. Have a special little brush for the purpose of keeping the tongue free from this coating, and you will note how much fresher and sweeter your breath is.

Next—Develop your neck and Chest.

CONSIDER THE COW!

If your advertisement were in this space as many people would read it as are reading this. But your advertisement isn't here, and people do not worry whether you are selling real estate, gasoline, peanuts or popcorn.

Did you ever sit down in the pasture with a pail between your knees and wait for a cow to back up and be milked?

Of course not. You know better than that.

Well, business is somewhat like a cow. You've got to go out after it and round it up. The fellow with the milk pail between his knees may get some milk, but the odds are all in favor of the fellow who drives up the cow and feeds her.

Some kind of advertising must be done if a business is to amount to anything. Either walking and talking or writing, or printing. But the least costly, most profitable and dignified way is by the regular newspaper — people pay for it. They value it and have faith in the advertisements in it.



HELPING TO BUILD THE BRITISH 'ROUND-THE-WORLD HIGHWAY

In 1880, the Canadian Pacific Railway was organized for the purpose of completing a line to span the continent.

The Bank's directors, confident of the future of the Dominion, placed a generous share of the Bank's resources behind the project, which was completed in 1886 and formed the transcontinental link in the "British 'Round-the-World Highway." Subsequent events have shown that this undertaking contributed more than any other to the settlement and development of Western Canada.

The Bank promptly opened branches at Vancouver and Victoria, subsequently at points along the railway which since have become thriving cities.

This is one of many experiences showing how the Bank of Montreal, looking forward with Canada from the beginning, has been a useful factor in the development of the country. In the future, the Bank expects to continue that usefulness—to continue to look forward with Canada, toward the nation's future destiny.

BANK OF MONTREAL

ESTABLISHED 1817

HEAD OFFICE — MONTREAL

MODERN, EFFICIENT BANKING SERVICE... the Outcome of
117 Years' Successful Operation

Raymond Branch: C. D. COMPTON, Manager

YOU CAN'T STOP STOKING A STEAM ENGINE -- SAID WRIGLEY

Interviewed, and asked to what he attributed his phenomenal success, the late Mr. Wrigley, of chewing gum fame, replied, "To the consistent advertising of a good product."

"But," asked the reporter, "having captured practically the entire market, why continue to spend vast sums annually in advertising?"

Wrigley's reply was illuminating.

Once having raised steam in an engine, he stated, it requires continuous stoking to keep it up. Advertising stokes up business and keeps it running on a full head of steam.

This applies to YOUR business, too. Don't make a secret of your product. Tell people about it. Tell them what it does. Tell them its advantages. Tell them where to get it. Tell them through the Press and keep on telling them.

Everybody Reads Newspapers

THE RAYMOND RECORDER

FRI. and SAT.

The Greatest Musical Hit of 1935
Rudy Vallee and a host of stars in
"Sweet Music"
NEVER BEFORE HAVE YOU
SEEN SUCH ENTERTAINMENT
Also Colored Short Subjects and
"Dizzy and Daffy Dean"
The Iron Men of Baseball

MATINEE: SAT. 2:15 p.m.
1st SHOW SAT. 7:15 p.m.

TUES. and WED.

WHAT SHE KNEW ABOUT
MEN WOULD FILL A BOOK
ANN HARDING in
**"BIOGRAPHY OF A
BACHELOR GIRL"**
with Robert Montgomery

The revelations of this girl are hilarious and excit-
ing but not so much fun for the men whose lives she
was making public property!

THIS SMASH HIT NOW A SCREEN
PLEASURE

THURS., "PAL" NITE

JACK HOLT in
"THE DEFENSE RESTS"
An honored member of the bar yet
accomplice to America's greatest
criminals UNTIL LOVE PUT HIS
OWN HEART ON TRIAL
If you was a lawyer what would you do if you had
to defend a kidnapper you knew was guilty?

IT'S A SWELL SHOW

First Show at 7:15
"PAL" NITE THURSDAY

FRI. SAT. NEXT

A heart touching drama
Gene Stratton Porter's famous story
of real people

**"A Girl of the
Limberlost"**

With Louise Dresser, Marian Marsh
Ralph Morgan

A story that touched the heart of every reader of
fiction now brought to the screen in a Great Motion
Picture

**SPARVA
TAFFETA DELUXE**

A general purpose material

It wears and wears and wears

Guaranteed Fadeless

The Broadway Store

Want Ads

WANTED—An ice refrigerator.
or. Apply at Recorder Office.

FOR SALE — Monarch En-
amelled Range in good condition
May be purchased on easy terms
See Canadian Utilities, Ray-
mond, or Recorder Office for full
particulars.

WANTED—A purchaser for
typewriters new or old. Come
in if you are interested. We
believe we can help you to a
solution of your needs.

\$2 Reward for return to Rec-
order Office of 22 x 600 Tire
and Rim.

FOR SALE— McClary Range,
and Circulating heater. Both in
first class condition. Apply at
Recorder Office.

PERSONAL

If that gentleman we saw last
week with an old, out-of-date
timepiece will bring it in to
our store, we will accept it as
part payment on a new
Bulova. We'll do the same
for any of his friends who
want to trade in an old watch
and get a new Bulova.

Fromm's Jewelry
Raymond Alberta

A Feller Isn't Mean

A feller isn't mean
Out fishin';
His thoughts are mostly clean
Out fishin';
He doesn't knock his fellow-men,
Or harbor any grudges then;
A fellow's at his finest, when
Out fishin';

The rich are comrades to the
poor,
Out fishin';
All brothers of a common lure,
Out fishin';
The urchin with the pin & string
Can chum with millionaires and
king,
And happy as a lark, they sing,
Out fishin';

A feller's glad to have a friend
Out fishin';
A helpin' hand he'll always lend,
Out fishin';
The brotherhood of rod and line
An' sky an' stream is always
fine;
Men come real close to God's
design
Out fishin';

A feller isn't plotting schemes
Out fishin';
He's only busy with his dreams,
Out fishin';
His livin's a coat of tan;
His creed: To do the best he
can
A feller's always mostly man,
Out fishin'.

ALABASTINE

**MAKES
HOMES
HEALTHFUL
and
BEAUTIFUL**



**Social Cred-
it Will Have
To Do!**

HERE ARE SOME OF
THE WORTHWHILE
PLANKS IN SOCIAL
CREDIT PLATFORM—

If a Social Credit government
is elected at the next provincial
election it will be called upon, by
the terms of the platform, to:
Establish the principle of the
basic dividends; halt borrowing
from outside sources, and cre-
ate credit within the province.

Establish a "just price" on
all goods and services; regulate
the price spread; see that pro-
ducers shall not be required to
sell goods for less than the cost
and that the consumer shall not
be exploited.

Amend the Alberta Debt Ad-
justment Act to prevent hasty
foreclosures on all property,
framed to meet the require-
ments of all classes of debtors,
urban and rural.

Grant production loans, auth-
orized by an authority—a board
or commission—to be appointed
by the government.

Develop agricultural markets;
press for lower and more equit-
able freight rates, and form a
definite policy for the drought
areas of Alberta.

Reorganize all government
departments on a business basis;
reorganization of the Albert
Government Telephone system;
introduce a system of multiple
constituencies, and make a sub-
stantial reduction in the num-
ber of legislative members.

Provide for revision of taxa-
tion; provide state health atten-
tion; encourage the establish-
ment of essential industries in
the province; just compensation
for all workers under the com-
pensation act, and protection of
the health and safety of the
men.

The platform also provides
that "every Social Credit candi-
date must agree to submit to the
voters' right of recall" if he
fails to carry out his election
pledges.—Cardston News.

Little Girl (gazing on stag's
head on wall in Aunt's house)
—Can we go into your next
room, Aunt? I want to see the
rest of the stag.

MANHOOD

Let us earnestly seek the
manhood of an understand-
ing open to all truth, and
venerating it too deeply to
love it except for itself, or
barter it for honor, or for
gold; of a heart enthralled
by no conventionalisms,
bound by no frost of cus-
tom, but the perennial foun-
tain of all pure humanities;
of a will at the mercy of no
tyrant without and no pas-
sion within; of a conscience
erect under all the pressure
of circumstances, and ruled
by no power inferior to the
everlasting law of duty; of
affections gentle enough for
the humblest sources of
earth, lofty enough for the
aspirings of the skies. In
such manhood, full of de-
vout strength and open
love, let everyone that owns
a soul see that he stands
fast; in its spirit, at once
humane and heavenly, do
the work, accept the good,
and bear the burdens of
life.—Martineau.

Ladies Summer

Dresses & Suits

\$2.95 Up

In Silk And Crepe

New Line Of Voile Dresses

\$1.75 and Up

Raymond Mercantile

COMPANY LIMITED
THE BIG DEPARTMENT STORE

RECORDER ADS ALWAYS PAY

ASK FOR *Kellogg's*

**THE
NAME IS
IMPORTANT!**



ALL "corn flakes" are not alike! When you ask your
grocer for Corn Flakes — be sure you get *Kellogg's*.
No imitation can equal their crispness and delicious
flavor. Kellogg's Corn Flakes have 20 years' experi-
ence behind their making. And they are being con-
stantly improved every year.

Kellogg's Corn Flakes are made from the finest
ingredients, in an immaculately clean plant. Their
quality and purity are guaranteed. When you buy
Kellogg's Corn Flakes, you know you're getting the
best! Made by Kellogg in London, Ontario.

Kellogg's FOR QUALITY

OVEN-FRESH FLAVOR-PERFECT

Be sure and attend the showing of "Sweet Music" at the Capitol
Friday and Saturday.

Ernest Nilsson has purchased
a new 2 ton "Maple Leaf" truck.
This is a General Motors prod-
uct and is a very fine looking
truck indeed.

A cloth saturated with vine-
gar and rubbed over brick til-
ing will make the tiling look
like new.

To Meet Your Wishes

Your U.G.G. elevator is there to handle your
Grain for you as you want it handled.

And whether you deliver your grain by cash
tricket, for storage or for shipping you are sure of
the best possible service.

DELIVER YOUR GRAIN TO

UNITED GRAIN GROWERS LTD

ELEVATOR AT RAYMOND

**"TOO MUCH WEALTH IN THE HANDS
OF A FEW PEOPLE"**

In the countryside, in the streets of villages,
towns and cities, in homes, in market places, from pul-
pits and public platforms, from men in many walks of
life you hear the same pronouncement: "Too much
wealth in the hands of too few people."

Who can rectify such an unsatisfactory state of
affairs?
In many instances the people themselves have the
remedy.

In the grain business the grain growers have
the remedy in their co-operative marketing organiza-
tion. All they need to do is to give their patronage.

Co-operative organization is the most effective
means of preventing accumulation of great fortunes in
the hands of a few.

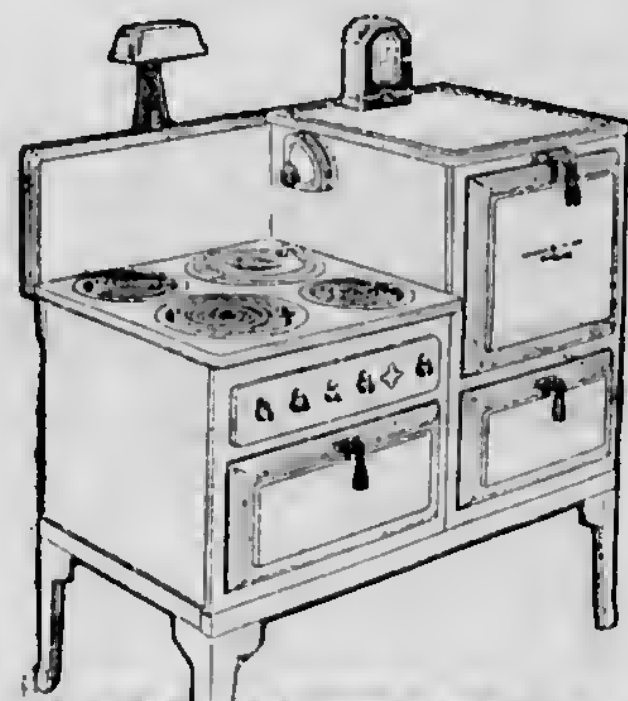
Co-operation never makes millionaires.

Patronize

Alberta Pool Elevators

CLEANER..FASTER...

BETTER COOKING/



**GENERAL
ELECTRIC
Hotpoint Range**

THIS General Electric
Hotpoint brings new clean-
liness to your kitchen—no
flames nor fumes to mark your
decorations—no soot to black-
en your pans. Calrod Elements
(fastest by test) cook as fast as
food will cook. Automatic
Control makes every baking
successful. Roasts retain their
natural flavor because Hotpoint
cooking keeps in natural meat
juices. See it today at our store.
Convenient terms.

**SOLD ON
EASY
TERMS**

Canadian Utilities Ltd.

Phone 20 : Raymond

IN THE DRY BELT

Hiram—"Yes, I've seen a few
bad crop years in my time, too.
One year our string beans were
so poor that the crop didn't even
pay for the string."

Silas—"That's nothing, Hiram.
This year our corn crop was so
bad that my old dad, who has a
very poor appetite, ate up 14
acres of corn at a single meal."

HARD TO GET STARTED

Money makes money—but
one has first to make the
money that makes the
money.

Doeskin and chamois gloves
become stiff and harsh unless
washed in tepid suds and rinsed
in slightly soapy water.